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America's Youngest BillioLists  
The 2015 30 Under 30Video  
30 Under 30

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Australia Women's Bailey Button Triplet Boots  
1873 Black Grey Chestnut Cho

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SHOPSTYLE

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AmericansWorld's Most  
Powerful PeopleThe World's  
BillionairesWorld's Most  
Powerful Women

+more

0

1.2k

« The World's Most Valuable Brands Home Methodology

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Order Spreadsheet

## BROWSE THE LIST


















Values calculated November 2014

Rank	Brand	Brand Value (\$bil)	1-Yr Value Change (%)	Brand Revenue (\$bil)	Company Advertising (\$mil)	Industry
1	Apple	124.2	19	170.9	1,100	Technology
2	Microsoft	63.0	11	86.7	2,300	Technology
3	Google	56.6	19	51.4	2,848	Technology
4	Coca-Cola	56.1	2	23.8	3,266	Beverages
5	IBM	47.9	-5	99.8	1,294	Technology
6	McDonald's	39.9	1	89.1	808	Restaurants
7	General Electric	37.1	9	126.0	-	Diversified
8	Samsung	35.0	19	209.6	3,818	Technology
9	Toyota	31.3	22	182.2	4,200	Automotive
10	Louis Vuitton	29.9	5	9.7	4,707	Luxury
	BMW	28.8	4	81.3	-	Automotive


















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New Posts		America's Youngest Billion	The 2015 30 Under 30		30 Under 30			
+1 posts this hour								
11		<b>BMW</b>						
12		<b>Cisco</b>		28.0	4	47.1	196	Technology
13		<b>Intel</b>		28.0	-9	52.7	1,900	Technology
14		<b>Disney</b>		27.4	19	23.6	2,600	Leisure
15		<b>Oracle</b>		25.8	-4	38.3	79	Technology
16		<b>AT&amp;T</b>		24.9	3	128.8	3,268	Telecom
17		<b>Mercedes-Benz</b>		23.8	1	98.0	-	Automotive
18		<b>Facebook</b>		23.7	74	7.8	117	Technology
19		<b>Wal-Mart</b>		23.3	7	304.4	2,400	Retail
20		<b>Honda</b>		23.2	10	115.5	2,979	Automotive
21		<b>NIKE</b>		22.1	22	26.1	3,031	Apparel
22		<b>Verizon</b>		21.6	11	120.6	2,438	Telecom
23		<b>Budweiser</b>		21.4	1	10.0	-	Alcohol
24		<b>Amazon.com</b>		21.4	45	73.0	2,400	Technology
25		<b>SAP</b>		20.7	6	21.1	-	Technology
26		<b>American Express</b>		20.7	15	34.9	3,043	Financial Services
27		<b>Gillette</b>		19.1	4	8.0	9,236	Consumer Packaged Goods


















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Rank	Brand	Most Popular	Lists	Brand Value (\$bil)	1-Yr Value Change (%)	Brand Revenue (\$bil)	Company Advertising (\$mil)	Industry
28		America's Youngest Billionaire	The 2015 30 Under 30	18.9	4	12.8	2,400	Beverages
29				17.8	0	10.5	-	Beverages
30				17.4	5	23.2	442	Tobacco
31				16.8	4	19.7	-	Retail
32				16.6	-1	11.1	-	Consumer Packaged Goods
33				16.0	13	11.8	-	Financial Services
34				15.3	1	98.4	-	Financial Services
35				14.8	15	10.5	2,600	Media
36				14.2	-7	112.3	878	Technology
37				13.0	-5	101.2	-	Diversified
38				12.7	16	60.3	-	Automotive
39				12.5	4	4.7	-	Luxury
40				12.5	9	37.9	-	Retail
41				12.1	3	11.2	-	Consumer Packaged Goods
42				12.1	5	11.3	2,400	Consumer Packaged Goods
43				11.8	17	78.8	865	Retail
44				11.1	9	55.5	-	Transportation


















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		America's Youngest Billionaire	The 2015 30 Under 30	30 Under 30	30 Under 30			
45		<b>Ford</b>		11.1	4	142.6	4,400	Automotive
46		<b>Danone</b>		11.0	-1	13.9	-	Consumer Packaged Goods
47		<b>Hermès</b>		10.8	16	5.0	281	Luxury
48		<b>Fox</b>		10.7	5	13.0	2,900	Media
49		<b>Accenture</b>		10.5	9	31.9	90	Business Services
50		<b>Pampers</b>		10.3	8	10.6	9,236	Consumer Packaged Goods
51		<b>Zara</b>		10.1	7	14.4	-	Retail
52		<b>Wells Fargo</b>		10.1	12	88.1	610	Financial Services
53		<b>J.P. Morgan</b>		9.3	2	45.5	2,500	Financial Services
54		<b>Ebay</b>		9.1	7	7.0	1,000	Technology
55		<b>Kraft</b>		8.9	-3	7.1	747	Consumer Packaged Goods
56		<b>Volkswagen</b>		8.9	9	144.7	-	Automotive
57		<b>Caterpillar</b>		8.8	4	55.7	-	Heavy Equipment
58		<b>Coach</b>		8.8	-16	4.8	130	Luxury
59		<b>Thomson Reuters</b>		8.7	-9	7.1	-	Media
60		<b>MasterCard</b>		8.7	19	8.3	841	Financial Services
61		<b>Starbucks</b>		8.7	25	14.5	-	Restaurants






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+1 posts this hour	New Posts	America's Youngest Billion	The 2015 30 Under 30	30 Under 30	30 Under 30			
62		<b>Chevrolet</b>		8.6	-	82.5	5,500	Automotive
63		<b>Cartier</b>		8.5	-	6.5	-	Luxury
64		<b>Colgate</b>		8.4	6	4.0	1,891	Consumer Packaged Goods
65		<b>Kellogg's</b>		8.3	-4	7.1	1,131	Consumer Packaged Goods
66		<b>Shell</b>		8.3	9	451.2	-	Oil & Gas
67		<b>Canon</b>		8.1	-7	37.3	865	Technology
68		<b>Nissan</b>		8.0	16	98.5	2,895	Automotive
69		<b>Prada</b>		8.0	12	3.9	229	Luxury
70		<b>Adidas</b>		7.9	-6	14.7	-	Apparel
71		<b>Hyundai</b>		7.8	20	52.0	1,913	Automotive
72		<b>Rolex</b>		7.7	5	4.7	-	Luxury
73		<b>Lexus</b>		7.7	10	18.7	4,200	Automotive
74		<b>Red Bull</b>		7.5	5	6.7	-	Beverages
75		<b>Bank of America</b>		7.4	-5	79.5	1,834	Financial Services
76		<b>Philips</b>		7.2	2	31.1	1,174	Diversified
77		<b>John Deere</b>		7.2	11	37.8	183	Heavy Equipment
78		<b>Allianz</b>		7.0	2	135.0	-	Financial Services


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+1 posts this hour								
79		<b>Chanel</b>		7.0	1	4.7	-	Luxury
80		<b>KIA Motors</b>		6.9	-	43.6	1,126	Automotive
81		<b>Exxon Mobil</b>		6.9	7	390.2	-	Oil & Gas
82		<b>Santander</b>		6.8	12	50.8	838	Financial Services
83		<b>Heineken</b>		6.7	-3	6.0	-	Alcohol
84		<b>Ralph Lauren</b>		6.6	4	6.9	256	Apparel
85		<b>Subway</b>		6.6	16	18.8	-	Restaurants
86		<b>FedEx</b>		6.6	13	45.6	407	Transportation
87		<b>RBC</b>		6.6	-	37.6	-	Financial Services
88		<b>Chase</b>		6.5	3	53.0	2,500	Financial Services
89		<b>Porsche</b>		6.4	14	19.1	-	Automotive
90		<b>Lancome</b>		6.3	2	4.4	-	Consumer Packaged Goods
91		<b>LEGO</b>		6.2	-	4.5	-	Leisure
92		<b>Ericsson</b>		6.2	4	34.8	-	Technology
93		<b>Goldman Sachs</b>		6.2	-9	40.9	-	Financial Services
94		<b>Burberry</b>		6.1	11	3.7	-	Luxury
95		<b>Sprite</b>		6.1	-	3.6	3,266	Beverages

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		+1 posts this hour	America's Youngest Billion	The 2015 30 Under 30	30 Under 30			
96		Heinz		6.0	7	4.5	-	Consumer Packaged Goods
97		Boeing		6.0	-7	86.6	-	Aerospace
98		Citi		6.0	16	92.5	1,888	Financial Services
99		MTV		5.8	5	3.3	1,117	Media
100		Dell		5.8	-9	57.2	-	Technology


Sources: FactSet; Forbes.



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